

Case study

Codemasters consolidates print platform for cost savings



HP PageWide Pro offers laser-quality prints at lower cost and twice the speed

Industry
Creative Arts

Objective

Codemasters wanted to replace its fleet of 50 different printer types with one model that would lower costs without compromising on print quality

Approach

Following a comprehensive audit by HP Gold Specialist OCG, Codemasters is replacing its fleet of 50 legacy printers with HP PageWide Pro models

IT matters

- The quality matches that provided by more expensive laser print alternatives
- Prints are produced twice as fast
- Cartridges are easily fitted and half the size for easy storage, and each provide over 6,000 prints before needing replacement

Business matters

- Print costs using the HP PageWide Pro are 42% lower than the most commonly used alternative
- Energy usage is half that of conventional printers, helping Codemasters become more environmentally friendly
- Multi-functionality makes employees more productive and removes the need to visit centrally installed legacy MFPs



“We’re saving 42% on our PageWide Pro as they print without compromising on quality. They’re also twice as fast and use half the energy so they score highly across the board.”

– Becki Johnson, senior IT administrator, Codemasters

Codemasters is migrating to HP PageWide Pro printers to reduce costs and energy use

Codemasters has begun replacing its fleet of 50 legacy printers with HP PageWide Pro models, saving 42% in print costs and halving energy usage. The new printers also offer excellent print quality at twice the speed of laser systems.



CODEMASTERS®



Challenge

Printing problems

Established in 1986 by Richard and David Darling, Codemasters is an award-winning video game developer. Since then it has grown to employ over 700 people in two UK locations with an additional art studio in Kuala Lumpur. It has produced best-selling titles such as F1 2013 and Operation Flashpoint and was awarded a BAFTA for Best Sports Game, as well as the coveted Grand Prix Award at the 2009 Develop Industry Excellence Awards.

The company has grown organically since its inception and over time has installed numerous printers to serve its spacious headquarters in Southam, Warwickshire. This has led to a heterogeneous mix of around 50 devices of varying makes and models which had become difficult and costly to manage.

“We had no print strategy in place and would simply buy printers as and when we needed them. The problem was in managing toner supplies and addressing faults across 10 or 12 different printer types. It was taking up time and resources so we decided to address the matter,” explains Becki Johnson, senior IT administrator, Codemasters. “We identified three simple criteria: we wanted to print more efficiently, drive down costs and reduce our energy usage.”

Solution

Laser-like quality from an PageWide

Codemasters invited a number of independent resellers to propose a smarter printing platform. Buro, a HP Gold Specialist, undertook a comprehensive audit and recommended migrating the existing legacy devices to HP PageWide Pro. Initially, Codemasters was sceptical about shifting from laser systems to a PageWide model but its doubts were soon allayed when Buro brought in demonstration units.

“We thought that an PageWide printer simply couldn’t match laser for print quality but having seen the HP PageWide Pro in action, we realised that it was virtually indistinguishable from our existing printers,” adds Johnson. “However, it was also practically twice as fast and used much less ink so it was clearly a good match for us.”

HP PageWide Pro-series printers and Multifunction Printers (MFPs) use HP PageWide technology to produce professional-quality colour at up to twice the speed and half the cost per page of colour lasers as well as using 50% less energy. Having made the decision to switch to HP PageWide Pro, Johnson and Buro designed a migration plan that would get the most out of the existing legacy printers while phasing them out over the course of 18 months.

Customer solution at a glance

Hardware

- HP Officejet Pro X



“We didn’t want to simply throw out our existing fleet so we have a plan in place to replace each unit as it becomes obsolete,” continues Johnson. “In some cases, this happens when an old printer needs new toner because, believe it or not, it is more cost-effective to buy a brand new PageWide Pro than replace colour cartridges for some models. We have already installed eight PageWide printers and expect to have transitioned the remaining 40 devices in the next twelve months.”

Benefits

Speed and reliability at low costs

Each HP PageWide Pro is saving up to 42% on printing costs compared to the most commonly used legacy printer at Codemasters. They also use less ink and energy, making them more environmentally friendly, and the smaller cartridges they use make storage easy.

“I’m amazed that we can get more prints out of such a smaller cartridge while saving money and maintaining laser-like quality. It’s a win-win all round with these phenomenal little devices,” comments Johnson.

“In the six months since installing the initial eight printers I have only had to replace the ink cartridge twice – that gives you some indication of the value for money. And replacing the cartridge is simplicity itself without the fuss and mess I had become used to.”

The PageWide Pro is also reliable – only one fault has been reported in the first six months of usage and it was quickly resolved by Buro. They also deliver more functionality to the desktop, making employees more productive.

“Our staff don’t have to make the long trip to the four MFPs located centrally in our offices as that functionality can be delivered by the HP PageWide Pro devices. Eventually we will decommission those central MFPs and look to replace them with a HP alternative,” concludes Johnson. “HP has demonstrated that it can deliver reliable, cost-effective, speedy printers that provide great quality while using little ink and half the energy. We’re looking forward to the day when the entire fleet has been migrated to this new platform.”

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The HP products highlighted in this case study are HP OfficeJet Pro X and HP OfficeJet Enterprise X using HP PageWide technology. All references to the HP OfficeJet Pro X, HP OfficeJet Enterprise X and inkjet in this case study have been replaced by their current HP PageWide brand name: HP PageWide Pro, HP PageWide Enterprise and HP PageWide. The change of brand name does not affect the results of the case study.

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